

**ABSTRACT**

Voice/text/image commercial information generating  
5 method and device during a communication is on wait. The  
method includes the steps of: checking a telephone call,  
connecting with a commercial information ringback tone  
generating system/device at an originating or a receiving  
communication system when the call is detected, beginning  
10 to transmit a commercial information in forms of  
voice/text/image instead of the original ringback tone  
or a guide message to an originating telephone from the  
commercial information ringback tone generating system  
during a communication wait, requesting a connection to  
15 a receiving telephone from the commercial information  
ringback tone generating system after an A-timeout  
lapses, continuously transmitting the commercial  
information to the originating telephone, checking  
whether the receiving telephone accepts the connection  
request, stopping the providing of the commercial  
20 information ringback tone if the telephone connection is  
made, connecting a communication line between the  
originating and the receiving telephones, checking  
whether the communication is finished, and disconnecting  
the communication line if the communication finishes.  
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